

Towards a new EU strategy for sustainable tourism

12th European Greenways Award

9 October 2025

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European Commission

#EUTourism

What is the future of the European tourism?



EU Strategy for Sustainable Tourism Consultation

**TARGETED
CONSULTATION
26 MAY- 15 AUG.**



**OPEN PUBLIC
CONSULTATION
20 JUNE- 12 SEPT.**



**ADOPTION
OF THE
STRATEGY
1st half 2026**



EU Strategy for sustainable tourism: what did we consult on?

ENVIRONMENTAL
SUSTAINABILITY AND
CLIMATE ACTION

SOCIAL
SUSTAINABILITY

DMO RESILIENCE

DIGITAL
TRANSFORMATION

SMART TOURISM

SKILLS, SUPPORT TO
WORKFORCE

COMPETITIVENESS,
SUPPORT TO MSMEs
AND START-UPS

ACCESSIBILITY AND
SOCIAL INCLUSION

MODES OF
TRANSPORT

A SHARED BRAND
FOR EUROPE



How do we support destinations in their sustainability path?

- ❖ **Capacity building & peer-to-peer exchanges**
- ❖ **Dialogue forums** for destinations facilitated by Together 4 Tourism expert group work:
 - ✓ TF on unbalanced tourism
 - ✓ TF on sustainable destination management and regenerative tourism
 - ✓ TF on decarbonisation and competitiveness
- ❖ **Sustainable tourism partnership** under European Urban Agenda
- ❖ Improving **statistical framework and work on sustainability indicators** (EU Tourism Dashboard, revision of EU statistics for tourism, sustainability indicators)
- ❖ **Optimising the social impacts of tourism** – work with OECD
- ❖ **Promoting a shared brand for Europe**, with ETC support: sustainable, inclusive and safe destination
- ❖ **Promoting excellence** of smart capitals and green pioneers
- ❖ **Research and surveys** on trends and travel sentiment

Forum on unbalanced tourism

European Union  My profile 

EU Tourism Platform

Home What's new? Policy framework Stakeholders' actions Funding and support Knowledge and learning Interactive map Community Calendar

Hybrid event
 “Unbalanced Rollercoaster:
 EU Tourism for a Smoother Ride”

 27 May 2025,
 14.30 – 17.30 CET  Brussels and Online

Together for EU Tourism (T4T) Event

 European Commission



★ -  40  0

ARTICLES | 09 May 2025

When Too Much Becomes Harmful: Rethinking Unbalanced Tourism in Europe

This article explores the findings of a 2022 European Commission study on unbalanced tourism growth, highlighting how overcrowding in top destinations harms residents and sustainability...

Categories

- Adventure tourism
- Coastal, maritime and inland water tourism
- Cultural tourism
- +65 more



★ -  171  0

ARTICLES | 06 May 2025

Unbalanced Tourism Growth in Europe: Understanding Pressures, Impacts and Sustainable Pathways

Unbalanced tourism growth in Europe has re-emerged as a major challenge following the post-COVID rebound in travel, especially in popular destinations where local infrastructure and...

Categories

- Adventure tourism
- Coastal, maritime and inland water tourism
- Cultural tourism
- +65 more

Forum on regenerative tourism

ARTICLES | 02 September 2025

From Sustainability to Regeneration – Rethinking Destination Management in Europe

Adventure tourism

Coastal, maritime and inland water tourism

Cultural tourism

+40 more

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European tourism is shifting from sustainability to regeneration, focusing not just on minimising harm but on actively restoring ecosystems, supporting local communities, and creating long-term value. Backed by EU policies and projects, regenerative tourism aims to make destinations more resilient and equitable through inclusive governance, better data, and support for SMEs - responding to growing pressures from climate change and overtourism.

Save the Date!

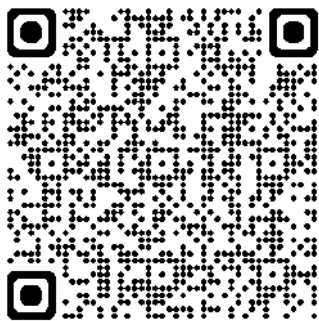
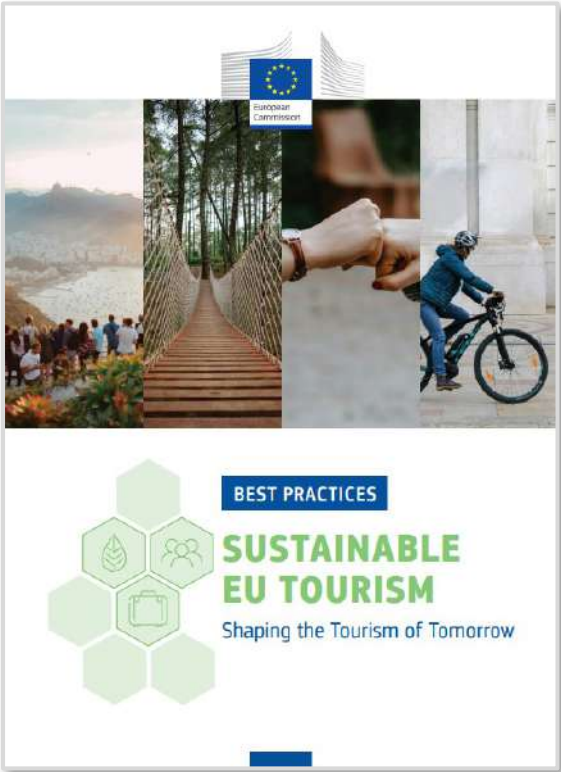
Webinar “Sustainable destination management and regenerative tourism”

24 September 2025, 15.00 – 17.00 CET

European Commission

<https://transition-pathways.europa.eu/events/webinar-sustainable-destination-management-and-regenerative-tourism>

Sustainable EU Tourism project



Download the Compilation of
50 Best Practices

https://transport.ec.europa.eu/tourism/transition-eu-tourism/sustainable-eu-tourism-shaping-tourism-tomorrow_en

Economic										Social					Environmental					Governance										
Creating local added value through tourism	Growth-oriented mindset of destination stakeholders	Dependence of the local economy on tourism	Seasonality of tourism	Changing consumer preferences towards more sustainability	Insufficient use of new and advanced technologies in tourism	Spatial and temporal concentration of visitors	Increase in the cost of living due to tourism	Deterioration and congestion of infrastructure incl. commercial gentrification	Deterioration of the destination image	Lack of qualified and skilled workers	Poor working conditions in the tourism industry	Insufficient or declining acceptance of tourism	Displacement and marginalisation of the local population	Accessibility and inclusivity of services and facilities	Maintenance and conservation of cultural heritage sites	Climate protection and climate change mitigation	Adaptation to climate change	Water scarcity and pollution	Waste production and pollution	Degradation and loss of biodiversity	Sustainable and smart mobility solutions	Appropriate local tourism strategies and policies to accelerate the transition to sustainable and resilient tourism	Lack of community participation in tourism activities	Lack of stakeholder management (multi-level, cross-sectoral)	Lack of visitor participation in tourism development	Resilience building and crisis management	Lack of awareness of sustainability and resilience among tourism stakeholders	Lack of knowledge and skills of tourism stakeholders	Limited financial resources to support sustainability activities in tourism	Measurement and monitoring of sustainable tourism



European Green Pioneer of Smart Tourism 2026 shortlist

Eight cities have been shortlisted in the 2026 European Green Pioneer of Smart Tourism competition



Shortlisted: Dubrovnik



Shortlisted: Geestland



Shortlisted: Ibiza



Shortlisted: Laois



Shortlisted: Mariagerfjord



Shortlisted: Marmaris



Shortlisted: Rebild



Shortlisted: Tartu

Evidence-based decision making

Home | My Destination | Indicator Map view | Monthly data view | Background and methodology | FAQs

EU Tourism Dashboard



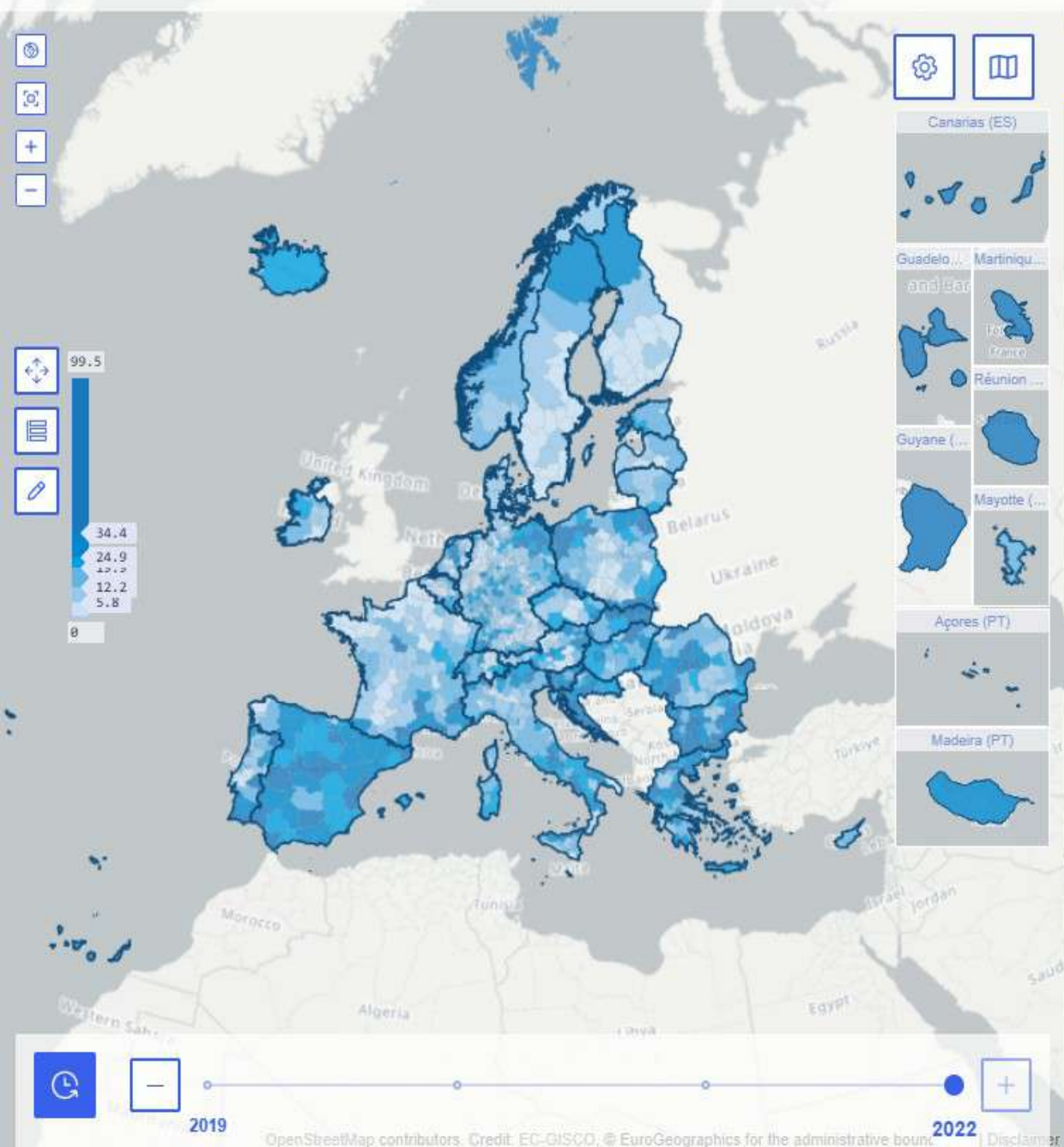
The **EU Tourism Dashboard** offers interactive **visualisations of data and indicators** relevant for the European tourism ecosystem. Its primary aim is to promote and monitor the **green and digital transitions** and socio-economic resilience of European tourism, and to **support decision makers and operators** in the field to steer evidence-based policies and strategies.

The platform also provides a set of basic descriptors on the characteristics of tourist destinations in terms of demand, supply and tourism offer. It covers all the EU countries, Iceland, Norway and Switzerland.

Share of protected/designated land

Sub-regional (NUTS3)

Share of protected/designated land (%)



This descriptor measures the share of protected/designated land belonging to the Natura 2000 or the Emerald Network in relation to the total area of the country or region. Natura 2000 is the ecological network for the conservation of wild animal and plant species and natural habitats of European importance across the EU Member States. The Emerald Network is the equivalent of Natura 2000 in non-EU countries. Nationally-designated areas (as registered in the Common Database on Designated Areas, CDDA) are considered for Iceland, Svalbard (Norway) and the French overseas territories, whereas Swiss National Parks are taken for Switzerland. A high percentage of protected/designated land indicates the relevant presence of natural assets of high value. This descriptor is provided as complementary information to characterise the tourism offer.

Source: [European protected sites](#), [European Environment Agency](#).

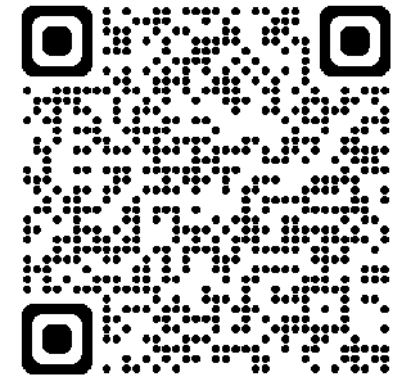
EU Tourism Platform

Photo by David Marcu

Single platform for the EU Tourism Transition Pathway

Discover actionable insights and strategies on the Transition Pathway Stakeholder Support Platform for EU Tourism ecosystem to drive sustainable growth and innovation in your tourism business.

Join the pathway >



Access updated information through resources (articles, studies, guidelines, reports....)
Discover stakeholder pledges & best practices
Explore events, courses, support and funding opportunities
Connect with members from around the world using the interactive map

Save the date!
European Tourism Day
26 January 2026, Brussels

[EU Tourism Platform](#) | [EU Tourism Platform](#)

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Sustainable EU Tourism

Contact us

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